

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Applicant :	Steven E. Riedl)	 27299 PATENT TRADEMARK OFFICE
App. No. :	10/639,070)	
Filed :	August 12, 2003)	
For :	TECHNIQUE FOR EFFECTIVELY DELIVERING TARGETED ADVERTISEMENTS THROUGH A COMMUNICATIONS NETWORK HAVING LIMITED BANDWIDTH)	CERTIFICATE OF ELECTRONIC (EFS-WEB) TRANSMISSION
Examiner :	Bantamoi, Anthony)	I hereby certify that this correspondence is being transmitted via the Office electronic filing system in accordance with 37 C.F.R. § 1.8(a)(4)(C) from the Pacific Time Zone of the United States on the local date shown below.
Group Art Unit:	2423)	September 9, 2010 (Date)
)	Julie Melendez Flores, Reg. No. 58,559

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**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION
AND NOTICE OF PANEL DECISION
(INCLUDING REQUEST FOR CONTINUED EXAMINATION)**

15 Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

20 In response to the Notice of Panel Decision from Pre-Appeal Brief Review dated August 9, 2010 ("Pre-Appeal Brief Panel Decision") and the Final Office Action dated March 16, 2010 ("Final Office Action"), the following is provided: